

AUG 24 1922

THE

ROYAL STANDARD

AUGUST
Issue
1922

Published by the Royal Typewriter Company, Inc., of New York, the 15th of every month—with the sole object of bringing "the boys" into a little closer touch with the Home Office and each other.

AUGUST
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1922

Volume 7

AUGUST, 1922

Number 8

PRESIDENT'S CUP STILL UNWON

The President's Cup in the Western Division did not find a permanent home at the close of July.

Mr. L. E. White, Manager of the Omaha Office, is the latest candidate for its possession, coming into first place in his division for July. The contest for the cup in this division is a lively one and is becoming more interesting each month and we are watching with interest for the outcome.

The standing at the end of July is as follows:

WESTERN DIVISION

July, 1922

L. E. White, Omaha Branch, 1st Leg.

June, 1922

J. W. Mann, Atlanta Branch, 1st Leg.

May, 1922

J. H. Lattuille, Birmingham Branch,

1st Leg.

April, 1922

J. H. Hinck, Jacksonville Branch, 2d Leg.

March, 1922

J. H. Hinck, Jacksonville Branch, 1st Leg.

February, 1922

C. V. Mills, Des Moines Branch, 2d Leg.

January, 1922

C. V. Mills, Des Moines Branch, 1st Leg.

December, 1921

C. E. F. Russ, Portland, Ore., Branch,

1st Leg.

LAVAT'S DIVISION RETAIN LEAD

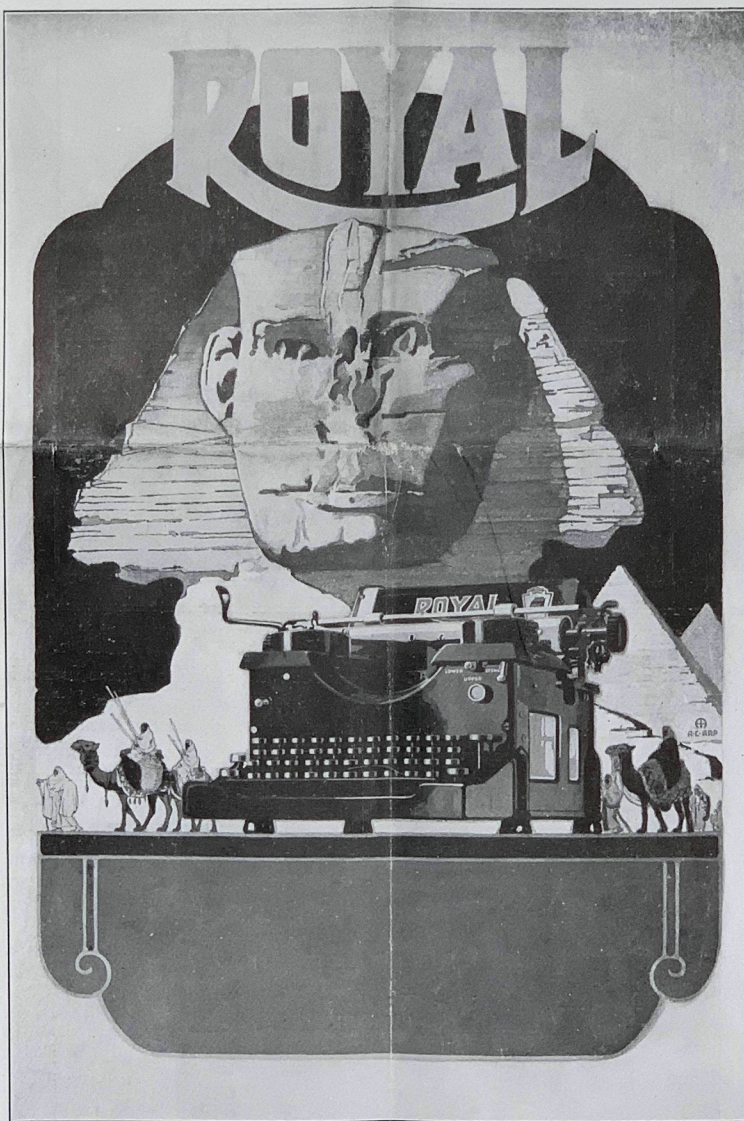
Assistant Sales Manager W. C. Lavat, of the Western Division again brought his division out the leader for July, making it the second month in succession that this division has held the lead.

PARTEE OF PEORIA IN FIRST PLACE IN THE CENTRAL DIVISION

W. A. Partee, Manager of the Peoria, Ill., office came up from second place in June to first for July. Mr. Partee has been hard after first place in his division and deserves his success, in the roll he is portraying.

BEHAN MAKES IT A TRIPLE IN EASTERN DIVISION

Louis B. Behan, Manager of the Springfield, Mass., office is a determined fighter and has shown it by holding the lead three months in succession. Mr. Behan was on top in his division for the months of May and June and still holds the lead for July. He is setting a pace in his division the other boys are finding hard to beat.

"QUIET" AND "ENDURANCE"**SECOND AND THIRD PLACE MEN**

Following their leaders in each division: C. E. F. Russ, of Portland, Oregon, second place, and J. H. Kennedy, of Dallas, Texas, third place in the Western Division; J. T. Wellman, of Louisville, Kentucky, second place and Fred L. Gallup, of Buffalo, New York, again in third place in the Central Division; H. F. Brainerd, of Hartford, Connecticut, second place and Harry D. Cashman, of Washington, D. C., third place in the Eastern Division.

PROMOTIONS FOR FERRIS AND KING

J. J. Ferris and Arthur King, two men well known in the Royal organization have been promoted reservation salesmen under the National Accounts Department, which is under the immediate supervision of Assistant Sales Manager H. P. Sutton.

Mr. Ferris and Mr. King both have records of which they can well be proud. Mr. Ferris was manager of our Akron

Office and the first man in the organization to win the President's Cup in the Sales Contest.

Mr. King was formerly manager of our Indianapolis Office and put that branch firmly on the map before he left.

To have two such good men active in this important department promises some interesting developments.

ROBERT YATES CONNECTS WITH THE "ROYAL"

Mr. Robert Yates, formerly connected with a competing company in Kansas City has joined the Royal forces and has been appointed in charge of a list of offices under the National Accounts Department.

Welcome to our organization, Mr. Yates!

A GOOD APPROACH

By J. T. Wellman, of Louisville

Sales Manager Closson is in receipt of the following method of approach used by J. T. Wellman, Manager of our Louisville, Kentucky, Branch.

After reading this splendid system, we can easily understand why Mr. Wellman is one of our leading managers—Ed.

"The writer hasn't any regular approach, just walk in and act natural, gentle, full of business and to the point—not too familiar yet friendly, not too wise but know your business and as much as you can about the requirements of the customer, not gushy, nor gabby, a dozen words to fit the case will be worth more than a book full of slush.

Don't offer to shake hands with the customer, if he offers then put life into the hand clasp. It always antagonizes me when a salesman that I do not know and am not very particular about knowing, comes in and tells me who he is and sticks out his hand for me to shake, there may be others who are just as "peculiar" as I am, so why take a chance on it?

One of the approaches that I use often, is to simply state "I am a Typewriter Peddler," after getting to the party I wish to see, usually I am asked which one do you peddle, I answer, "The next to the best," which gets a smile and the question, "Which is the best?" answer "All the other fellows claim that theirs are the best, if this is true, then mine must be at least next to best." The ice is pretty well cracked any way by this time, then I tell them my name and that I am selling the Royal and that, NOW

THAT I AM BETTER ACQUAINTED WITH YOU, I believe that it is really the best and my reason for believing that it is, is a simple one, namely that it will do everything that any other machine will do and with greater ease, considering the fact that a TYPEWRITER is a machine used to do things to a sheet of paper, if this is true, then the Royal is the best—that is just what I am here to show you, please make me prove it."

BUSINESS IS GOOD

Royal sales in the United States in June, 1922, exceeded June, 1921, by over 100 per cent.; Royal sales in July, 1922, exceeded July, 1921, by more than ONE THOUSAND machines.

Some Royal branches and dealers have not yet taken full advantage of the present prosperous conditions—but if you need evidence of this prosperity consider the following convincing facts:

The latest monthly figures of the country's iron production were the largest of any month since 1920—20% greater than even March, 1922. Steel production showed an increase of 160% over the same month in 1921. The Steel Corporation's orders on July 1st were 32% greater than on January 1st.

Weekly exchanges of checks draw on banks of the United States in July, 1922, were 20% more than in 1921. Aside from the loading of coal cars and notwithstanding the railroad strike, the number of freight cars loaded during the week of July 15th was the second largest ever recorded—exceeded by only a few record breaking weeks of 1920.

Right now we have a wonderful opportunity, not "When business is better" not "In the Fall people start buying," but now! People ARE buying—August invariably passed July in Royal sales. Are YOU going to make this August the best month of your year to date?

With the splendid general conditions of prosperity existing it depends almost entirely on whether YOU say "It can't be done" or "It shall be done."

GOOD "ROYAL" ADVERTISING

The picture below is a painting on the canvas erected on the side of the stage in the San Juan Theater "Tres Banderas" in Porto Rico by our progressive dealers for Porto Rico, Messrs. Finlay, Waymouth & Lee, Inc.

It is a very good example of the tone of quality which is evident in all their advertising.

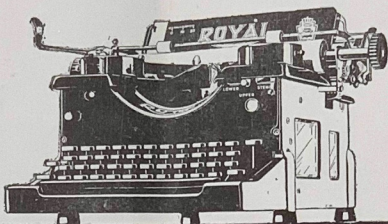


If a million people

told you the same thing,
you would believe it,
wouldn't you?

Well, pretty nearly a
million people use Royal
Typewriters—ask any
one of the million about
the Royal Typewriter.
We'll stand on the
verdict.

This space mortised for dealer's name,
address and phone number to be set
in type.



ROYAL

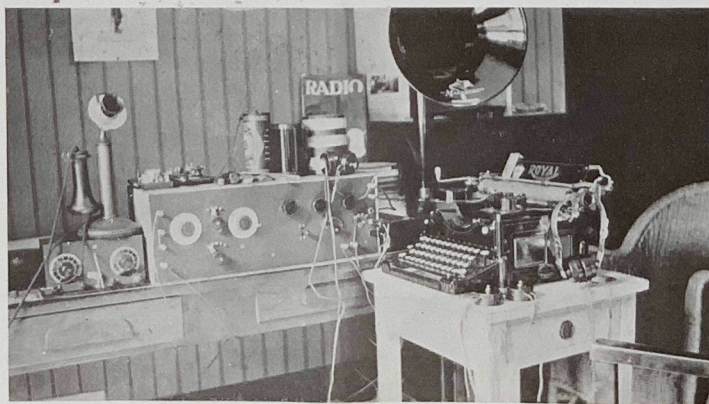
"Compare the Work"

THE "ROYAL" RIGHT FOR RADIO

Connor Porter, of Washington, D. C., a picture of whose splendid radio set is pictured below with the Royal typewriter in the setting, writes as follows:

"My Royal is not too loud to hinder copying wireless and just right for the radio information programs of spoken words. I could not do without it for

it's the only machine I have found in 13, yes, sir—thirteen years that I can depend upon its mechanical endurance and working order. I have owned every make of typewriter that's made and they are all faulty but the Royal. Its the only mechanically perfect typewriter that's now built."



Precisely.—A little girl in southern California was having her first glimpse of snow. "Oh, mother, what is it—what is it?" she shouted excitedly.

"Why, that is snow, Peggy. Whatever did you think it was?"

"Snow! Why, it looks like popped rain!"—Life.

Not Yet Broke.—Country Judge: "How long have you owned a car?"

Motorist (charged with speeding): "One week, your honor."

Judge: "Um—then you can still afford to pay a fine. Twenty dollars."—Boston Transcript.



SERVICE DEPARTMENT CONTEST FOR JUNE

Washington Leads

The Washington Office leads for the month of June in the Service Department Contest. For the month of May this branch was next to last place and Mr. A. R. Williams, foreman is to be commended on his fine work in bringing his branch to the lead.

Cleveland came in second.

Boston dropped from second position to third.

Mr. C. C. Sparks, foreman of the Cleveland Office and Mr. H. E. Johnson, foreman of Boston are to be congratulated.

Below is a list showing the standing of the various offices:

- 1—Washington (3*)
- 2—Cleveland (6*)
- 3—Boston (6*)
- 4—Chicago (6*)
- 5—Kansas City (5*)
- 6—Cincinnati (6*)
- Pittsburgh (5*)
- 7—Minneapolis (3*)
- 8—Hartford (2*)
- 9—Atlanta (2*)
- 10—Philadelphia (3*)
- 11—Indianapolis (1*)
- 12—St. Louis (1*)
- 13—Detroit (3*)
- 14—Buffalo (2*)
- 15—New Orleans (2*)
- 16—Los Angeles
- 17—San Francisco
- Baltimore (3*)
- 18—New York (1*)
- 19—Dallas

STANDING OF BRANCHES IN DIVISION NO. 2

Springfield, Mass., in First Place for June

The Springfield, Mass., Office came in first for the month of June making it in two strides from forty-first place in April and thirteenth in May. All praise is due Mr. J. E. Terice, foreman for his persistency in gaining the lead.

Columbus came in second.

New Haven dropped to third place.

Mr. S. E. Wolfe, foreman of the Columbus Office, and Mr. W. C. Bartley, foreman of New Haven, are to be congratulated.

Below is a list showing the standing of the various offices:

- | | |
|--------------------|---------------------------|
| 1—Springfield (1*) | 25—Houston |
| 2—Columbus (6*) | 26—Providence (2*) |
| 3—New Haven (4*) | 27—Sioux City |
| 4—Duluth (2*) | 28—Erie (1*) |
| 5—Akron (3*) | 29—Bangor (1*) |
| 6—Evansville (1*) | 30—Charleston (3*) |
| 7—Fresno (4*) | 31—Omaha (4*) |
| 8—Oakland (3*) | 32—Kalamazoo |
| 9—Johnstown (4*) | 33—Des Moines |
| 10—Louisville (5*) | 34—Memphis (2*) |
| 11—Albany | 35—Norfolk (1*) |
| 12—Harrisburg (5*) | 36—Waterbury |
| —Saginaw (4*) | 37—Grand Rapids |
| 13—Milwaukee (1*) | 38—Little Rock |
| 14—Rockford | 39—Portland, Me. (1*) |
| —t. Paul (1*) | 40—Portland, Ore. |
| 15—Jacksonville | 41—Richmond (1*) |
| 16—Newark (2*) | 42—San Antonio |
| 17—Toledo (1*) | 43—Springfield, Ill. (4*) |
| 18—Bridgeport (2*) | —Allentown |
| 19—Dayton (3*) | 44—Birmingham (2*) |
| 20—Seattle (1*) | 45—Rochester (1*) |
| 21—Youngstown (*) | 46—South Bend |
| 22—Denver (2*) | 47—Reading |
| 23—Worcester | 48—Peoria (2*) |
| 24—Davenport | 49—Scranton |
| | 50—Ft. Wayne |

—TO INCREASE NETS— INCREASE EARNINGS—

ACTIVE DIRECTORS OF BLIKMAN & SARTORIUS



Jan. de Flines

In the January issue of the "Royal Standard" we give a brief history of the firm of Blikman & Sartorius, but at the time did not have in our possession photographs of the two directors who manage the operations of that company at the present time. We take great pleasure in bringing to your attention Messrs. Jan. de Flines and K. W. Lamfers who control the large scale business of our deal-

ers in Holland. Knowing their unquestioned ability we place in them our entire confidence for the further development of the Royal Typewriter sales in that territory.

Below is a picture of a barge loaded with Royal Typewriters which are being delivered via the canal to the shop of our dealers in Amsterdam.



K. W. Lamfers

ROYAL THE VICTOR OF FIRST TYPEWRITER CONTEST IN HOLLAND

As might be expected the Royal Typewriter was the victor in the first typewriting contest held in Holland. This took place at Rotterdam some months ago.

The honor of being the first girl in her country to win such a distinction goes to Miss M. Hendrikse, and is particularly praiseworthy when it is realized that this young lady is only sixteen years old. She is shown seated before the machine on which she achieved her success. The record which won for her the merited prize was words aggregating 441 letters in one minute.

Miss Hendrikse has since beaten the above effort and is steadily developing her speed with a view to entering the next contest for the typewriting championship of Holland which is to be held at the end of the present year. We extend to her our heartiest congratulations and our best wishes for success in the next attempt.

The gentleman seen in the photograph with Miss Hendrikse is Mr. C. R. Th. Arnold, head of one of the best typewriting schools in Rotterdam. He is giving his personal attention and the benefit of his experience to further developing the ability which Miss Hendrikse has already shown.



No. 13!

Number 13 no doubt has an ominous sound to the competitors of Reneo Limited, Singapore, since that number was given to the kiosk in which that company exhibited its products at the recent Malaya-Borneo Exhibition.

While it is not possible to show the interior display which Mr. E. Denning

In photograph No. 1 Miss Kemp, sister of the above gentleman, is pointing out the dust shield, an exclusive Royal feature which is greatly appreciated by the typewriter users in Singapore, because of the effect the salty dust of the streets has on the mechanism of all machinery in that section of the world. The protective value of the dust shields is instantly apparent in such a region.

Mr. Kemp took advantage of the opportunity presented to bring to the attention of his prospects and customers the new Light Running Quiet Running Royal. It was accorded an enthusiastic reception.



Kemp, manager of the Reneo Limited, arranged to bring the Royal to the attention of those who attended the exposition. It can be seen from the appearance of the outside of the kiosk that a good deal of care and thought was given to decorating the booth.



VISITORS

Within the last month we have had the pleasure of having with us in New York, Mr. T. Geddes Grant, Royal dealer for the British West Indies, Mr. K. Lindsey Grant, manager of the Office Appliance Department of that company; Mr. Alexander Texidor, Royal dealer for Cuba, and his brother, Benito Texidor, who is Sales Manager for the Royal Typewriter in that territory. Within the last few days we have also received a visit from Mr. J. D. Maxwell, who represents the Royal Typewriter in Santo Domingo and Haiti.

We were very happy to see all our friends again and to have the opportunity to discuss with them their special products. They are all filled with enthusiasm with regard to the future of the Royal in their individual territories, and the plans they have in mind for the expansion of our mutual business, without doubt, will have a noticeable effect on the growth of Royal sales in their countries in the very near future.

We are always happy to receive these visits from our esteemed friends. We wish it were possible for us more frequently to speak with all of our dealers personally.

"EXPORT" NOW "FOREIGN DEPARTMENT"

On August 1st the title of the "Export Department" was changed to "Foreign Department" and the handling of the work specially subdivided in such a manner as to enable us to give prompter and more efficient attention to the requirements of our dealers.

As a result of this decision Mr. T. T. Malleson's title in the future will be "Foreign Sales Director"; that of Mr. J. L. Ryan, "Sales Manager Foreign Department"; and that of Mr. E. G. Landreth, "Service Manager Foreign Department."

All correspondence as formerly is to be addressed to the Royal Typewriter Company, Inc., 364 Broadway, New York, U. S. A., and marked for the attention of the individual for whom the letter is written.

BIG "ROYAL" SALES BY VISIBLE WRITING MACHINE CO., LTD., LONDON

We are publishing excerpts from a letter from F. H. Morse, Managing Director of the Visible Writing Machine Company, Ltd., of London, which shows them to be very much on the job:

"As a matter of interest and as an indication that our organization is right on the job, Mr. McMahon, one of our London Salesmen, has just sold Debenham's Ltd., one of the largest retail stores in London, 191 Royal Typewriters after a stiff competition fight with the... Mr. Herman, our Birmingham Manager, has sold Daimler's, the motor-car people, 34 Royal Typewriters, also after a competition fight with the..."

Our hats are off to our English cousins!

A UNIQUE SELLING POINT

In discussing the possibilities of the new "Q" models for the Congos, Mr. Nogueira (our dealer for that territory) stated that machines have been sold to the natives because they like to hear the type snap up against the cylinder and the bell ring when the end of the line is reached.

SAO PAULO SCHOOL

Mr. Fred Figner, our dealer for Brazil, fully understands the sales value of typewriting schools and is capitalizing this knowledge by increasing their number as often as opportunity presents itself. He has up to date installed Royal typewriters in about 16 schools throughout the territory.

The photograph, taken in Mr. Fig-

ner's Sao Paulo office, shows the Commercial Department of his establishment in which typewriting is gratuitously taught to pupils on Royal typewriters.

This manner of developing Royal boosters is extremely valuable and we highly recommend it to any dealers who have not as yet experienced its stimulating effect on their sales.



A MEXICAN FETE

Our Mexican dealer, Mr. M. E. Raya, recently sent us a very interesting bit of local color in the form of a photograph shown below which was taken during festivities held in honor of Mrs. Claire Sheridan, the noted English sculptress and writer, who recently visited Mexico on her world tour.



VACATION LAND

Our old friend Nissen Lie, dealer for the Royal Typewriter Company in Norway, while spending his vacation in Finse, four thousand feet above sea level, was kind enough to send us a picture of one of the scenes in that section of Norway

which we take pleasure in reproducing below.

We are very glad to be remembered by him in times of vacationing as well as business.



T. T. MALLESON MAKES FLYING VISIT

T. T. Malleson, Foreign Sales Director, made a flying visit to New York during July returning on August 8th on the "S. S. Berengaria" after a stay of two weeks in this country.

Mr. Malleson is optimistic over foreign business and expects a steady improvement in volume from this time forward and the many plans he has in mind should guarantee promising results.

PRESIDENT'S EUROPEAN CUP CONTEST

In order to assist our dealers in developing more intense interest in the sale of Royal typewriters we are arranging a contest among the European dealers which will run from September 1st to December 31st inclusive. Announcement of the standing of each dealer in this Contest will be made in this publication at the end of each month.

To our friends in other fields than Europe we would like to say that we have also given them consideration in this connection but that we feel that the conditions in their locality would make a regional Contest among them inadvisable at this time, because of the special conditions existing. It is our intention, however, to hold similar contests in the near future and at that time we shall be happy to take up this matter with them direct. It is quite possible that we shall hold other regional Contests and then match the winners in a final Contest to determine the leading foreign dealer in the entire Royal organization.

LOOKING FOR MIRACLES IN SPAIN

Mr. Lindsey, of Trust Mecanografico, our dealers for Spain, tells a story of one of his travellers who was visiting one of the small interior towns of Spain and as part of the journey was in an old stage coach drawn by mules, he got out his No. 10 Royal and began to write up his reports. The more prosperous looking of his two fellow travellers watched the report being written and then asked our salesman about the machine. He observed that each thing the salesman told him it could write, the machine reproduced. By the end of the trip the other passenger decided to buy the machine and insisted upon taking the salesman's sample, paying cash on delivery.

The salesman went on to several small towns enroute on his general business and several days later was returning by the same bus toward the town where he had sold the machine to the fellow passenger, when the driver asked him if he was not the man who had travelled with him several days before and had had a typewriter with him. Our salesman replied that he was the man and asked why. The driver replied: "Well, you had better get off the bus right here, young man, because the man you sold that machine to is awaiting for you in that town with a shot gun and I don't want to see any murder done." "What's the trouble with him?" asked our man. "Well, he says when he got that machine home he talked to it for two hours and it did not write a word, he thought it wrote by itself."

ASK ANY FIRM IN BLOOMINGTON

In May, 1914, about the time the Model 10 Royal made its appearance, Mr. G. W. Paxton organized the Paxton Typewriter Company to handle the Royal dealership in Bloomington, Illinois, and got off to such a good start that within the year removal to larger offices became necessary. In 1916, the Paxton Company was allotted a larger territory and Mr. J. W. Paxton, brother of the founder, was admitted to partnership.

Bloomington, which has a population of 35,000. In many of their advertisements they state that 90% of all the typewriters in Bloomington are Royals, and they have adopted the slogan "Ask any firm in Bloomington."

SERVICE has been the keynote of their success in the Royal Typewriter business, and during the late war the Messrs. Paxton, as well as their very able repairman, Mr. Byquist, rendered the

company, and Mr. Paxton advises all dealers to try this combination as he finds it works to the mutual advantage of both in the way of sales tips. He has also found that a big help to Royal sales is the testimonial letter of a local large user, which has great influence with the individual buyer or the man who is not up to the latest and best—the Royal.

The Paxton Typewriter Company runs along smoothly with a nice volume of



Their second move, in 1918, located the company in its present quarters, their store being one of the finest locations in the city. They have added to their typewriter line several well known brands of office appliances, but continue to feature their Royal business, having found it more profitable to make a specialty of Royals and push them hard.

The Paxton Typewriter Company claim that there is no city in the United States as nearly 100% Royalized as

same high quality of Service to their country. They are known in the territory as "The House of Service," a reputation gained by giving every customer a square deal, so that repeat orders take care of themselves.

These dealers do all of their own rebuilding and have from eighty to one hundred machines out on rentals right along. They have a neighbor, on the second floor of their building, in a branch office of a well known adding machine

business each month, and the earnest efforts of the Paxton brothers are highly appreciated. Our Mr. W. L. Milstead visited Bloomington recently and advises that they are now working their country territory systematically, with the aid of an outside man, and this plan together with the activities of their branch office at Danville, in the extreme Eastern end of the territory, should assist materially in increasing their volume regularly, month by month.

A ROYAL CAR

This is the car with the noisy horn that brightens the lot of the maid, forlorn over unsatisfactory typing, by delivering Royals from the stock of our dealer at Fargo, North Dakota, the Office Specialties Company. As an illustration of the efficient methods of Messrs. J. E. Gaffaney and H. L. Wilson this picture will be interesting to Royal Standard readers, and it also shows a glimpse of their Royal headquarters.

We have already published, in the April issue, photographs and a description of the Office Specialties Company's activities in North Dakota, and are glad to add this picture of their traveller's aid to our gallery.



JULY ROLL OF HONOR

In the light of last month's phenomenal sales record among the dealers of this department, the performance of July's Honor List dealers is all the more commendable. These repeaters fully live up to the old Machine-A-Day Club's motto of "Not A Day Lost," and their shining example will be an excellent mark to keep before us in striving for a record next month.

We expect great things of August as a forerunner of what our wide-awake dealers will accomplish during the Fall months which will soon be upon us.



W. H. Scott

No. 1
SCOTT-PARKER CO.
Macon, Ga.



W. W. Prior

No. 2
W. W. PRIOR
Trenton, N. J.



J. E. Gaffaney

No. 3
OFFICE SPECIALTIES
COMPANY
Fargo, N. D.



Roy A. Davis

No. 4
ROY A. DAVIS
Colorado Springs, Col.



T. H. Payne

No. 5
SOUTHERN TYPE-
WRITER & SUPPLY
COMPANY
Shreveport, La.



T. H. Payne

No. 6
T. H. PAYNE CO.
Chattanooga, Tenn.



A. G. Packard

No. 7
A. G. PACKARD
Hornell, N. Y.



N. W. Harrah

No. 8
HOME OFFICE SUPPLY
COMPANY
Welch, W. Va.



Harry Lux

No. 9
HARRY LUX
Logansport, Ind.



H. S. Storr

No. 10
H. S. STORR CO.
Raleigh, N. C.

BUSINESS COLLEGE SELLS ROYALS



ROANOKE NATIONAL BUSINESS COLLEGE



E. M. COULTER

Probably the most widely known business college in the South, the Roanoke National Business College of Roanoke, Virginia, attracts pupils from all of the surrounding states so that the effects of their use of Royals for instruction purposes are felt far and wide.

It is natural that the Roanoke College should wish to derive the benefit of its constant promotion of Royal popularity, and toward this end they have operated the Royal dealership in Roanoke and the nearby territory during the past few years, doing some excellent work in placing the Royal in commercial houses which their pupils enter on completion of the school course in typewriting.

The school's activities cover a number of business courses other than typewriting, and as the Royal is kept constantly in the limelight at the college it is logical to reason that Royal typewriter business comes to them from many and varied sources other than their own actual sales work.

Mr. E. M. Coulter, is president of the college, with M. A. Smythe, vice-president and general manager, the latter gentleman taking the active lead in their typewriter sales as well as running the business end of the institution. As may be seen from the photograph, their building is a very large and attractive one, with all of their equipment of the most modern type. They have also sent us a picture of the large number of Royals in use.

The Roanoke National Business College is growing year by year, and their Royal sales are increasing regularly in proportion.



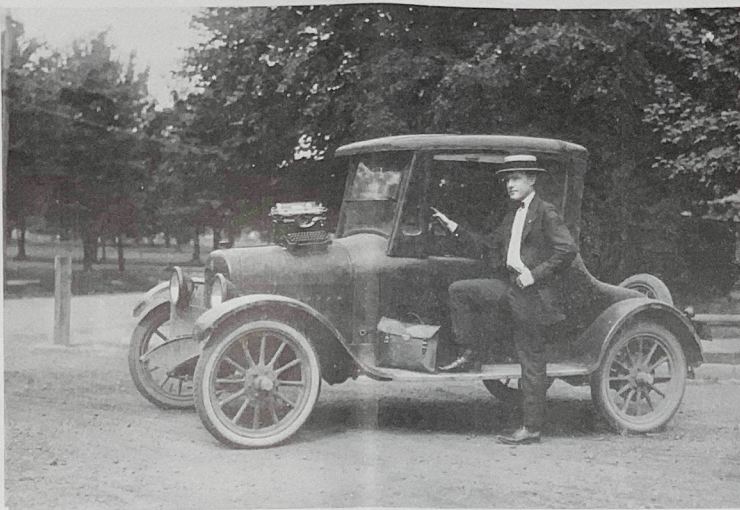
M. A. SMYTHE

THE BOY WONDER. Infant Prodigies Never Amount to Anything?

Cast your eye on Howard D. Happy, who tackled the Royal dealership at the tender age of eighteen, and has grown up into one of our most successful dealers. Mr. Happy was first introduced to the Royal in February, 1914, and became our dealer at Mayfield, Kentucky, during the same month under the old Field Department. Next year he joined the direct sales force of the Company, and operated in the Western half of Kentucky, until March, 1918, making the Machine-A-Day Club several times.

Since that time Mr. Happy has been the Royal dealer covering some ten counties in the extreme Western end of Kentucky, and he is today one of our most valued representatives. We have come to depend upon him for a regular volume of business each month, and have not been disappointed. The territory includes the city of Paducah, where a Sales and Service Department is maintained under the direction of Mr. Earl Mills, an excellent mechanic and a coming salesman.

Besides his dealership activities, Mr. Happy conducts the Mayfield Business College, under the personal supervision of his sister, Miss Janie M. Happy. This has been a great help in introducing and keeping the Royal to the front in Mayfield, and all stenographers graduating from the school spend from one day to a week in Mr. Happy's office, where, of course he so sells them on the Royal that



Howard D. Happy

they never fail to specify it with future employers.

These graduates are placed in positions without charge, thereby obtaining their good will as well as that of the employers. In one instance, after Mr. Happy had been trying for several years without success to supplant a competitor's machines, he placed five of the business college graduates, who continually talked the Royal, with the result that two months ago the concern traded out its last foreign machine and standardized on Royals.

Mr. Happy sends us photographs of



Janie M. Happy



Earl Mills

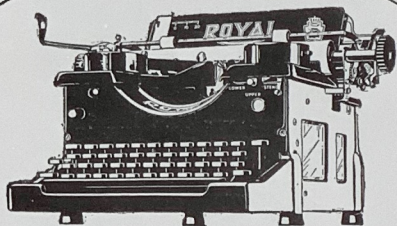
himself, "with and without"; of Miss Janie M. Happy, of the Mayfield Business College, and of Mr. Earl Mills, his manager at Paducah.

BATTERY OF NEW TYPEWRITERS FOR THE SHERIDAN POST

Mr. T. J. Hocking, of Glasgow, Montana, has a very able Royal assistant in his sub-dealer at Billings, who recently installed a number of Royals in the offices of the Sheridan, Wyoming, Post. The newspaper celebrated the event with the following article under the above caption, which will certainly be valuable as an advertisement in the territory:

"The Post is installing this week a new battery of typewriting machines, and hereafter there will be but one kind of machine used in this office, and that will be the Royal, which machine is growing to be one of the very popular makes and is being installed by a number of newspapers. The new machines are what is known as the Quiet-Running Royal, with the sides, front, rear and bottom all enclosed to make them dust and dirt proof, and are of the very latest models of typewriter on the market.

"They were purchased through Leonard Backhoff, of the Royal Typewriter Sales Company, of Billings, who, together with Leonard Hartfiel, has taken over this sales company. These gentlemen have been making Sheridan for several years past."



There is always a best

And most people want the best, especially when it doesn't cost any more. Sometimes it may even cost less in the long run, as in the case of the light-running, quiet-running Royal Typewriter! Perhaps you have not realized that there is on the market a better-built typewriter, a finer writing machine. Typewriters are not all alike. There must be a best.

"Compare the Work"

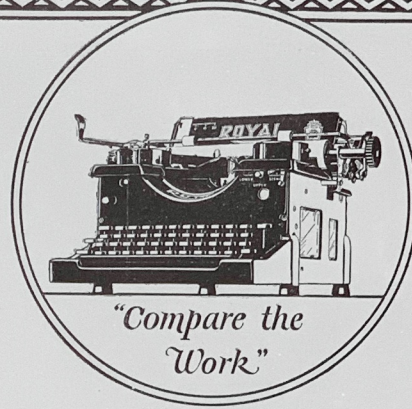
ROYAL

Dealer Advertising

THE ADVERTISEMENTS ON EACH SIDE OF THIS COLUMN WERE ESPECIALLY DESIGNED FOR THE USE OF DEALERS FOR NEWSPAPER ADVERTISING, TWO COLUMNS BY

EIGHT INCHES. THEY ARE TWO OF A SERIES OF TEN, AND IN EACH CUT THERE IS A SPACE MORTISED FOR THE DEALER'S NAME, ADDRESS AND TELEPHONE NUMBER TO BE INSERTED IN TYPE.

DUPLICATES OF THESE ADVERTISEMENTS WILL BE SENT FREE UPON REQUEST. ADDRESS ADVERTISING DEPARTMENT, ROYAL TYPEWRITER COMPANY, INC., 364-366 BROADWAY, NEW YORK CITY.



"Compare the Work"

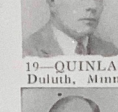
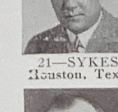
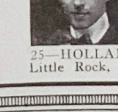
Perfect Technique

The light-running, quiet-running Royal Typewriter, by its smoothness and quietness of operation, assists the stenographer in the attainment of that flawless technique which means work accomplished with a minimum of effort.

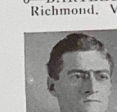
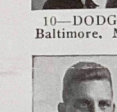
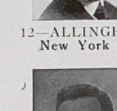
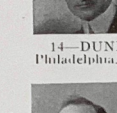
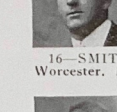
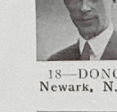
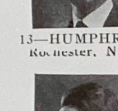
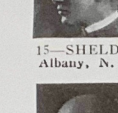
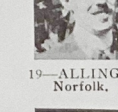
ROYAL

CENTRAL
DIVISION1-PARTEE
Peoria, Ill.2-WELLMAN
Louisville, Ky.4-TEER
Indianapolis, Ind.6-MILLER
Pittsburgh, Pa.8-TEETERS
Columbus, O.10-FULLER
Detroit, Mich.12-WOLFE
Youngstown, O.14-KINNAMON
Cincinnati, O.16-WILSON
South Bend, Ind.18-LINES
Milwaukee, Wis.20-MACHLIN
Ft. Wayne, Ind.22-DE WITT
Evansville, Ind.24-HULL
Johnstown, Pa.MONTHLY SALES
MANAGERS, MONTH

WESTERN

W. C. LAVAT
Assistant Sales Man-
ager in charge of
leading division2-RUSS
Portland, Ore.1-WHITE
Omaha, Neb.3-KENNEDY
Dallas, Texas4-ROICKER
St. Paul, Minn.6-MANN
Atlanta, Ga.8-DEVIN
Fresno, Cal.10-COCQUILLE
New Orleans, La.12-WHEATON
Seattle, Wash.14-REED
San Antonio, Tex.16-LEE
Sioux City, Ia.18-MILLS
Des Moines, Ia.20-BOULWARE
Kansas City, Mo.22-RIDDLE
Memphis, Tenn.24-MITCHELL
Denver, Colo.5-LATTILLE
Birmingham, Ala.7-RALLS
St. Louis, Mo.9-STARRETT
San Francisco, Cal.11-SMITH
Los Angeles, Cal.13-STANGER
Minneapolis, Minn.15-SALBACH
Oakland, Cal.17-STEVENS
Springfield, Ill.19-QUINLAN
Duluth, Minn.21-SYKES
Houston, Texas23-HINCK
Jacksonville, Fla.25-HOLLAND
Little Rock, Ark.STANDING OF
OF JULY, 1922

DIVISION

EASTERN
DIVISION1-BEHAN
Springfield, Mass.2-BRAINERD
Hartford, Conn.4-AYRES
Portland, Me.6-BARTLETT
Richmond, Va.8-BOSHAN
Bangor, Me.10-DODGE
Baltimore, Md.12-ALLINGHAM
New York City14-DUNN
Philadelphia, Pa.16-SMITH
Worcester, Mass.18-DONCH
Newark, N. J.20-COFFIN
Harrisburg, Pa.22-MacGILVRAY
Scranton, Pa.3-CASHMAN
Washington, D. C.5-WEAVER
Allentown, Pa.7-HERWITZ
Providence, R. I.9-JANSWICK
New Haven, Conn.11-FITZGIBBON
Bridgeport, Conn.13-HUMPHREYS
Rochester, N. Y.15-SHELDON
Albany, N. Y.17-COCHRANE
Boston, Mass.19-ALLINGHAM
Norfolk, Va.21-LARSEN
Reading, Pa.